

What have Netflix and MySupportBroker got in common?

As CEO I am often asked how MSB works in practice – this should be easy but a different business approach requires a different way of explaining how we do business. I have come to feel MySupportBroker has more in common with Netflix than it has with most health or social care business in the market. Netflix set out its HR approach in a popular document among Silicon Valley companies entitled: *Netflix Culture: Freedom and Responsibility*. Unusually for HR document it addresses its employees as if they are adults. It argues for hiring the best people you can, giving them freedom and responsibility, and rewarding them for the results and performance not the hours spent behind the desk: “sustained A-level performance, despite minimal effort is rewarded with more responsibility and pay”. This is one of those documents I wish I had written, as it encapsulates what we do in MySupportBroker.

According to Netflix, as companies grow so does complexity and bureaucracy, driving out the best people and leading to even more bureaucracy to manage the incompetents who remain. They say the trick is to hire ever more self managing, high performing people and not cramp their style. You lay out a strategy, establish roles and objectives, and get out of the employee’s way. You don’t force them to go to meetings they don’t need. You keep things ad hoc. And you certainly don’t count vacation days. If you expect performance, you let your employees decide when and how much they want to work to achieve it.